



BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Diploma in Travel and Tourism Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism
Unit number and title	Unit 3: Marketing Travel and Tourism to domestic and International customers
Learning aims	C: Develop a market research activity and using data collected present an idea for a promotional campaign D: Deliver a promotional campaign for a travel and tourism business and evaluate success
Assignment title	Delivering an amazing impact through a successful marketing campaign
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work in the marketing department of a travel and tourism organisation. You wish to gain experience and progress in your career so have asked to take charge of a promotional campaign for the business. Your manager has agreed. After undertaking market research on either the products the business currently offers or the likely impact of new products you would like to introduce, you will choose one new product or service the business can offer to customers. You will present your plan of action, design promotional materials and evaluate the likely impact of these.
	Introduction You must devise a market research activity to either help you make a decision about a new product or service to promote or to substantiate the decision you have already made about what you wish to promote. Both primary and secondary research data needs to be collected. The data findings should be presented in both numerical and graphical form. Presenting a Promotional Campaign Plan You will present a detailed introduction of your



	proposed new product or service using your research findings to fully justify its viability. - Your formulated plan will include aims and objectives, an explanation of the choice of target market and promotional techniques/materials to be used, including timescales and season of year chosen to promote to meet the aims and objectives. Designing promotional materials - Design two different types of promotional materials. Materials must be targeted (one to a domestic market and one to an international market) and include necessary information and selling language. Review and conclusion - Produce a substantiated, comprehensive evaluative review. This should focus on how well the produced promotional materials, will capture the attention of the specified target markets to enable the aims and objectives to be achieved. Any recommendations for future campaigns should be justified.
Checklist of evidence required	Research documents to be used Data findings both in numerical and graphical form Promotional campaign plan Two different promotional materials Evaluative review
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/CD.D2	Evaluate how well the promotional materials produced will capture the attention of the specified target markets to enable the aims and objectives to be achieved, justifying any recommendations made.
3/C.M3	Recommend an idea for a promotional campaign using the data collected in the market research activity as justification.
3/C.M4	Explain how the choice of promotional techniques and materials, timescales and season of year meet the aims and objectives set for the campaign.
3/C.P4	Plan, design documentation and conduct a market research activity to collect data for a travel and tourism business that wishes to undertake a promotional campaign.
3/C.P5	Present a promotional campaign plan to include aims and objectives, target market, promotional techniques and materials to be used, timescales and season of year for the campaign.
3/C.P6	Design two different clearly targeted promotional materials and including all necessary information to be effective.



Sources of information to support you with this Assignment	Books Dale, G. (2018) <i>Pearson BTEC National Travel and Tourism Student Book</i> . Harlow: Pearson McMurtry, J. (2017) <i>Marketing for Dummies, 5th Edition</i> , For Dummies: ISBN 978111936557 Armstrong G and Kotler P (2012) <i>Marketing: An introduction</i> Pearson ISBN 9780273762607 Kotler P and Armstrong G (2013) <i>Principles of Marketing</i> Pearson ISBN 9780273742975 Websites https://www.thoughtshift.co.uk/travel-industry-marketing-trends-statistics/ Trends in marketing www.abta.com/tips-and-latest/reports-and-trends Travel trade trends www.cim.co.uk/files/promotionalmix.pdf
Other assessment materials attached to this Assignment Brief	N/A